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January 19, 2001

Asst. Commissioner for Patents
Washington, DC 20231

OFGS File No. : P/3704-5

Inventor : Steven BARRITZ, et al.

Title : A SYSTEM AND METHOD FOR ESTABLISHING INCENTIVES
PROMOTING THE EXCHANGE OF PERSONAL INFORMATION
AND TARGETED ADVERTISING

Enclosed herewith please find the following documents in the above-identified application for United States Letters Patent:

☒ Print EFS Data Sheet
☒ 43 Pages of Specification including Abstract and Claims
☒ Numbered Claims Calculated as 42 Claims for Fee Purposes
☒ 3 Sheets of Drawing Containing Figures 1 to 3. (Formal)
☒ Declaration and Power of Attorney (Signed)
☒ Priority is Claimed under 35 U.S.C. §119:

Convention Date January 19, 2000 for U.S. Provisional Appln.
S.N. 60/176,841.

☐ Certified Priority Application

☒ Small Entity Status is claimed

☐ Assignment

☒ Return-Addressed Post Card

☒ OFGS Check No. 3027, which includes the fee of \$553.00, calculated as follows:

Basic Filing Fee: \$ 710.00

Additional Filing Fees:

Total Number of Claims in Excess of 20, times \$18 396.00

Number of Independent Claims in Excess of 3, times \$80: 00.00

One or More Multiple Dependent Claims: Total \$270. 00.00

Total Filing Fees or 1,106.00

Total Filing Fee Reduced 50% for Small Entity: 553.00

Assignment Recording Fee: \$40 00.00

TOTAL Filing Fee and Assignment Recording Fee: \$ 553.00

In the event the actual fee is greater than the payment submitted / r is inadvertently not enclosed, or if any additional fee during the prosecution of this case is not paid, the Patent and Trademark Office is authorized to charge the underpayment to Deposit Account No. 15-0700.

EXPRESS MAIL CERTIFICATE

I hereby certify that this correspondence is being deposited with the United States Postal Service as Express Mail Post Office to Addressee (mail label #EL008623372US in an envelope addressed to: Assistant Commissioner for Patents, Washington, D.C. 20231, on January 19, 2001:

Dorothy Jenkins

Name of Person Mailing Correspondence

Dorothy Jenkins

Signature

JAN 19, 2001

Date of Signature

Respectfully submitted,

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Enclosures

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